



SOUTHEASTERN
RAILWAY MUSEUM

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BRAND DOCUMENTARY

COMPANY OVERVIEW SHORT



SOUTHEASTERN RAILWAY MUSEUM

GEORGIA'S LAST WORKING LOCOMOTIVES—AND THE VOLUNTEERS WHO KEEP THEM ALIVE—INVITE TODAY'S FAMILIES ON A JOURNEY THAT CARRIES RAIL HERITAGE INTO TOMORROW.

Southeastern Railway Museum keeps Georgia's rail story alive with hands-on restoration, steam-up weekends and ride-along tours that turn vintage locomotives into moving classrooms. This project will follow volunteers, engineers and first-time visitors as they clean boilers, polish brass and light the evening run, presenting the museum as a vibrant community hub rather than a static display. We aim to raise year-round attendance, attract new donors and secure school partnerships by showing how every ticket, membership and gift keeps the trains rolling for the next generation. The core message: your support turns preserved steel and timber into living history that inspires curiosity, craft and civic pride.

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KEY POINTS

AUDIENCE

Primary visitors are parents and grandparents looking for affordable, hands-on outings; teachers who need curriculum-ready STEM trips; and rail fans hungry for real machinery. Each group values authenticity and a story they can post about afterward.

PAIN POINTS

Right now the museum is seen as static: weekend crowds spike for events, then flatten during the week. Donor growth has slowed, and social reach is limited to train-spotter circles.

GOAL

Reframe the museum as a living workshop, spark year-round attendance, and open fresh donor channels by showing restoration work in action and the people behind it.

KEY MESSAGE

“Your visit keeps the rails rolling.” Every ticket, share, and donation fuels the next generation of preservation. This is a living exhibit, we strive to build community and keep things fresh while educating and staying true to our roots.

WHO ARE YOU?

YOUR BRAND IN WORDS

Family

Community

Experience

Trains

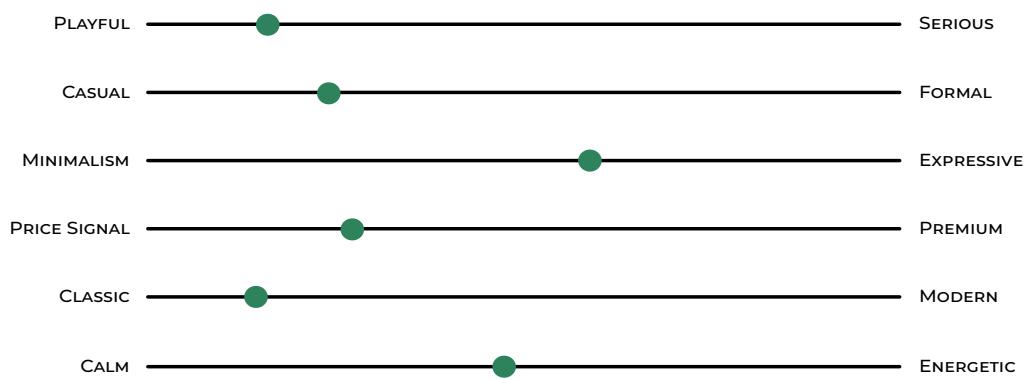
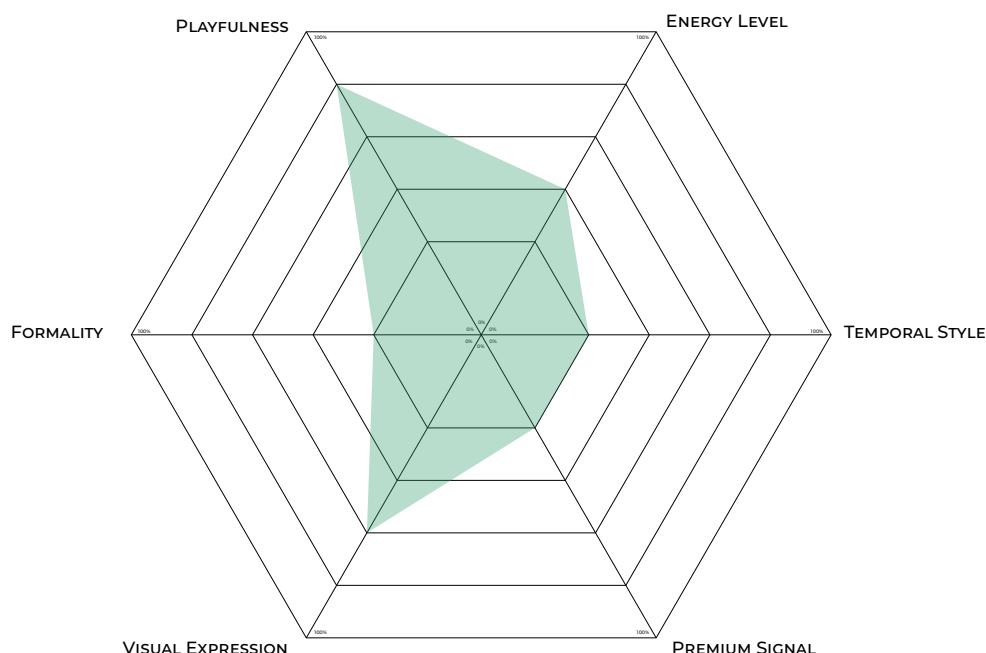
Acceptance

Storytelling

History

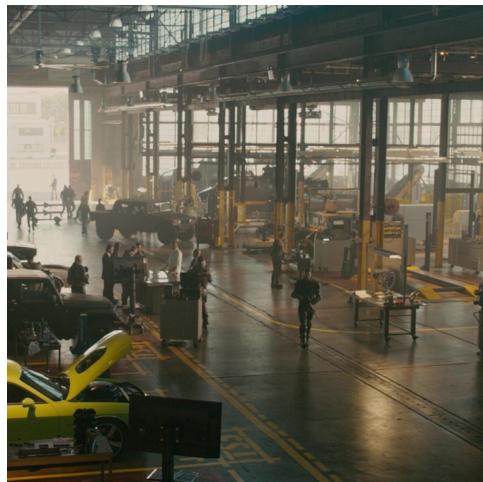
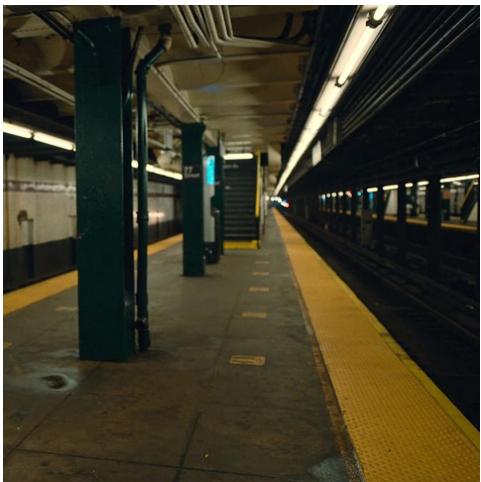
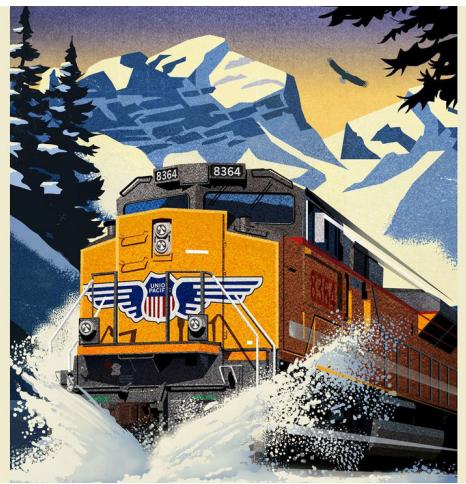
Volunteers

welcoming



02

VISUAL STYLE



TONE WORDS

CLASSIC

DISCOVERY & EDUCATION

HISTORICAL

AUTHENTIC

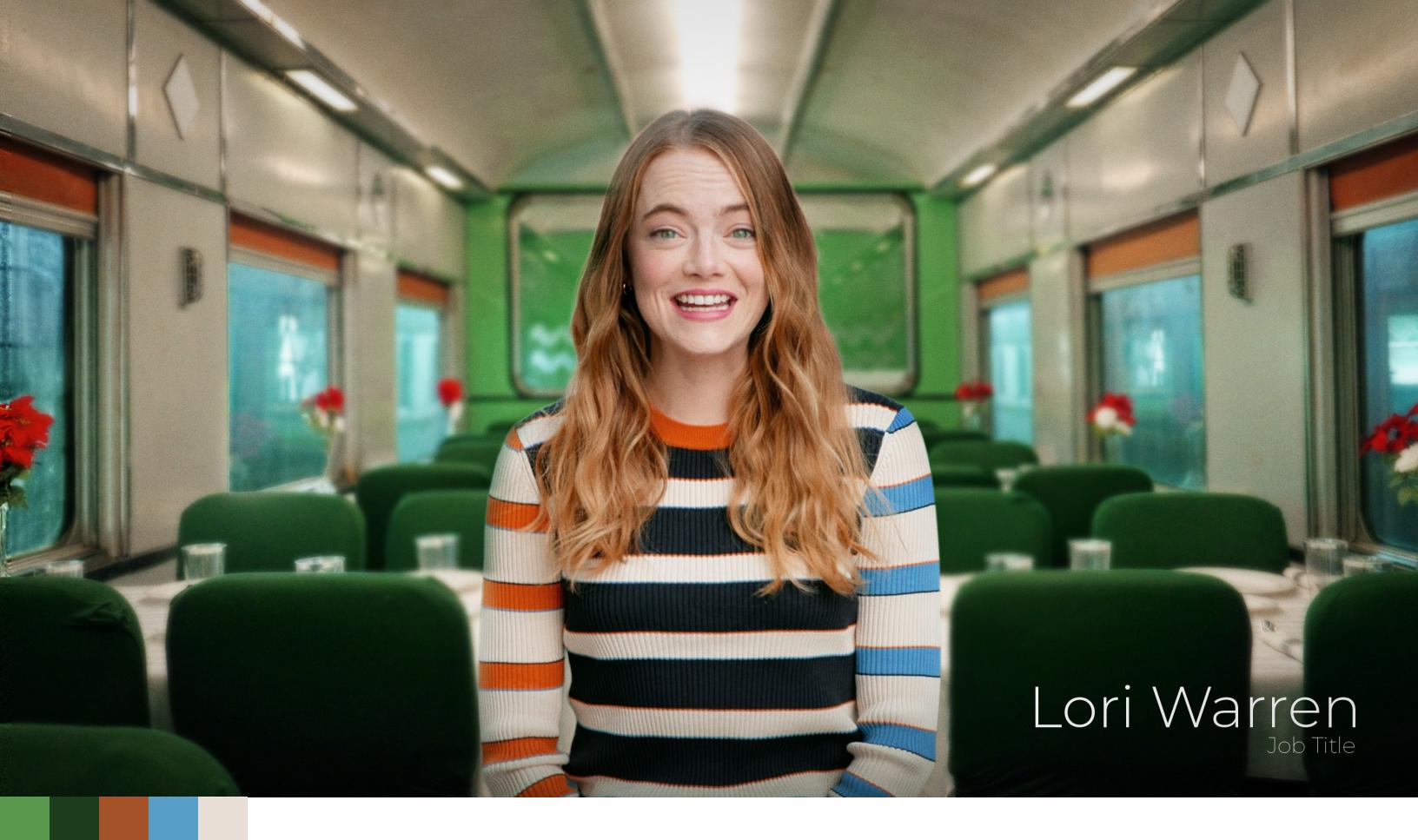
FAMILY & COMMUNITY

JOURNEY

KEY VISUAL ELEMENTS

- NATURAL FILMIC PALETTE
- MINIMAL MODERN GRAPHICS
- CALM, CONTROLLED MOTION
- SOFT HERITAGE LIGHTING

Each frame pairs the museum's rich rail history with a fresh, contemporary lens. We anchor subjects on a centered, eye-level axis, wrap them in soft "carriage-window" light, and let authentic rail greens, steel blues, and a pop of heritage yellow speak for the palette. Backgrounds always feature a tangible railway cue—track, carriage, or rolling stock—held gently out of focus ($f\ 2-2.8$) so stories stay front-and-center. A whisper of 35 mm grain adds tactile memory; motion is calm (locked-off or sub-4 cm / s slider) so ambient clacks and steam provide energy. Minimal white lower thirds plus a slender accent bar deliver information without clutter. The net result is a film that feels classic and welcoming, yet unmistakably made for today's audience of families, volunteers, and rail fans.



Lori Warren
Job Title

INTERVIEW SETUP | A | INTERIOR CAR

Inside the museum's emerald dining car, our guest sits centred at a table, framed by converging aisle lines that quietly say "rail journey." Soft window light shapes her face while keeping the varnished wood and brass alive in the background. A slow slider drift adds a sense of travel, matching the film's forward-looking tone.

Location:

Inside Dinner Car

Time of Day:

NA

Camera A Body:

Sony FX6

Camera B Body:

Sony FX3

A CAM | Lens / Focal Length:

50mm Sony G-Master

B CAM | Lens / Focal Length:

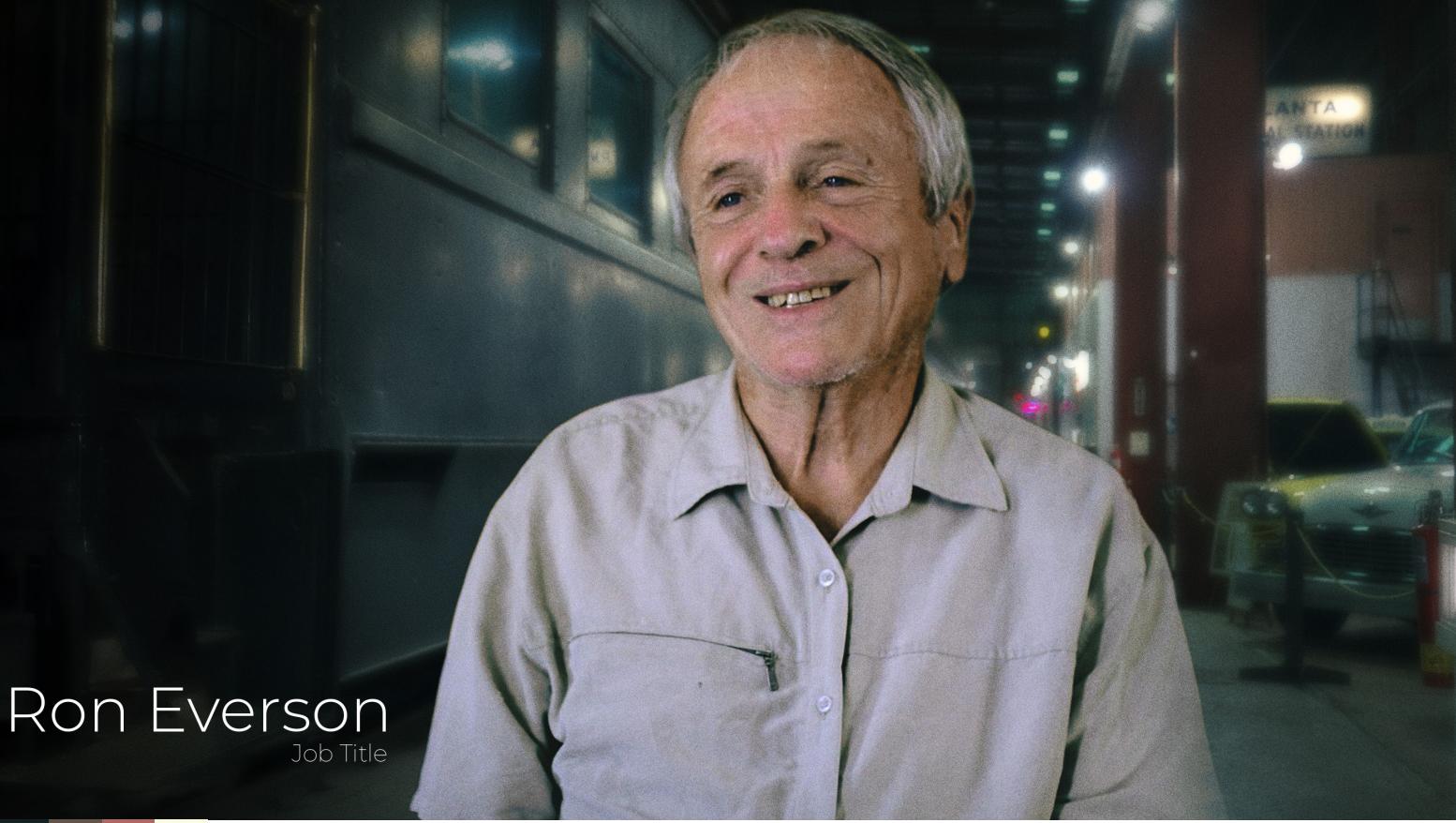
70-200mm Sony G-Master

Atmosphere:

Yes No

Audio:

Lav Boom



Ron Everson
Job Title

INTERVIEW SETUP | B | EXTERIOR CAR

Our guest stands beside the stainless sleeper, lit by work-bay lamps that skim rivets and hint at late-night restoration. A soft LED key warms his face while the open service bay recedes behind him, tying personal insight to hands-on craft.

Location:
Inside Dinner Car

Time of Day:
NA

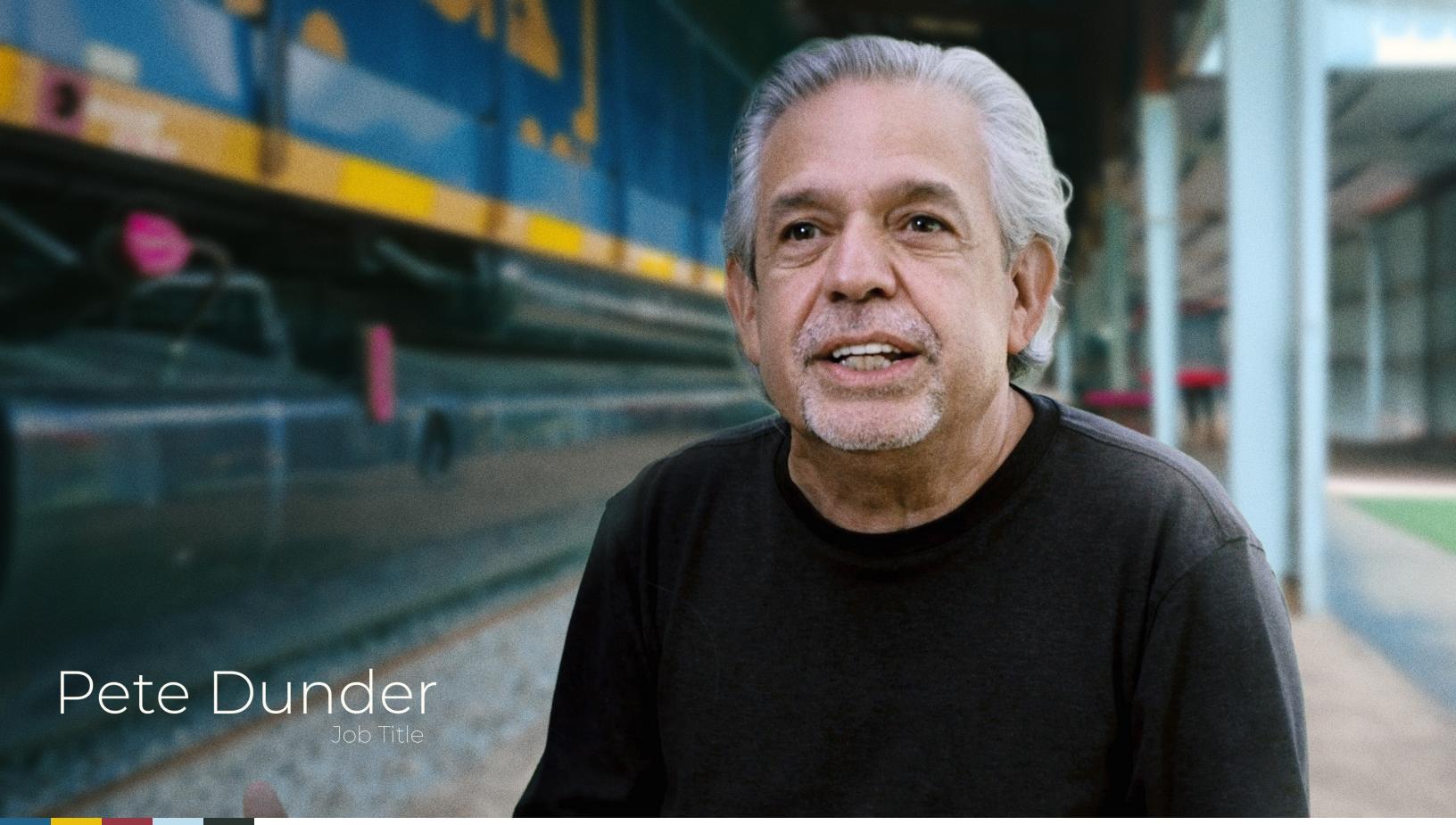
Camera A Body:
Sony FX6

Camera B Body:
Sony FX3

A CAM | Lens / Focal Length:
50mm Sony G-Master

B CAM | Lens / Focal Length:
70-200mm Sony G-Master

Atmosphere: **Audio:**
 Yes No Lav Boom



Pete Dunder

Job Title



INTERVIEW SETUP | C | EXTERIOR CAR

Shot at blue hour on the platform, the subject faces a freshly painted locomotive accented with tube lights that echo brand colours. A long lens compresses the rails into soft streaks, and a subtle rim light lifts him from the scene, giving the moment an energetic, forward-moving feel.

Location:

Inside Dinner Car

Time of Day:

NA

Camera A Body:

Sony FX6

Camera B Body:

Sony FX3

A CAM | Lens / Focal Length:

50mm Sony G-Master

B CAM | Lens / Focal Length:

70-200mm Sony G-Master

Atmosphere:

Yes No

Audio:

Lav Boom

BRANDING

COLOR SCHEME

Rail-green sits at the core—sampled from the museum’s 1949 coach upholstery—paired with a lighter carriage green, an aged-brass accent, and a parchment neutral. The greens keep the piece anchored in heritage; brass handles calls-to-action and data highlights; parchment softens large text blocks for readability. All four colours meet WCAG contrast for white or black text, so graphics travel cleanly from PDF to social cut-downs.



TYPEFACE

Montserrat carries titles and on-screen supers—its wide counters read cleanly on phones and big screens alike. Source Serif Pro handles body copy, adding a touch of bookish authority that pairs well with archival stories. Both families include true small caps and tabular figures, so captions, budgets, and lower-thirds stay tidy across every deliverable.

HEADER

MONTSE
RAT

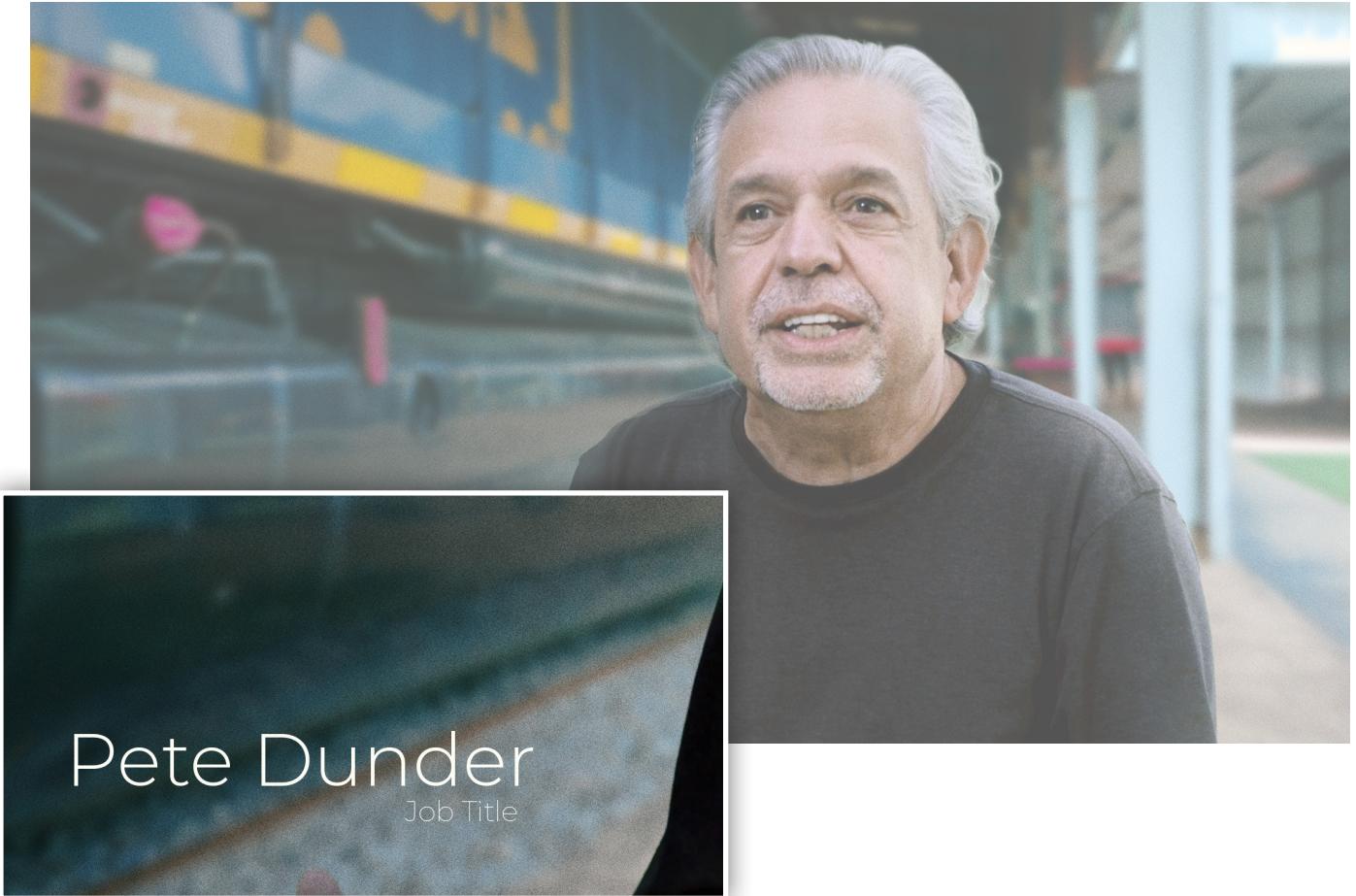
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+：“.?{}[]\

BODY

SOURCE SERIF PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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GRAPHICS



LOWER THIRDS

A 60 %-opacity rail-green bar slides in left to right, echoing train movement. Speaker names appear in Montserrat Semibold white; roles drop below in 80 %-opacity small-caps Source Serif Pro. A one-pixel brass keyline separates bar from footage and ties back to the palette's metallic accent. Animation time: 0 : 12 seconds in, 0 : 20 seconds out—enough for recognition without crowding the frame.



SOUTHEASTERN
RAILWAY MUSEUM

TITLE CARD

A brass emblem resolves over a textured emerald field, then glints as the words “Southeastern Railway Museum” fade on. The motion is slow and weighty—like a locomotive easing from the platform—setting a tone of heritage, craft, and forward momentum.

03

CONTENT

ONE PAGE TREATMENT

A single, front-loaded sheet the client can forward to any decision-maker who won't read the whole deck. It distills logline, audience, purpose, structure, visual tone, key voices, and deliverables onto one printable page, so every stakeholder shares the same North Star before budgets or schedules are discussed.

NORTH GEORGIA RAILS: A LIVING HERITAGE

LOGLINE:

Climb aboard Georgia's living railroad, where vintage locomotives—and the people who cherish them—carry new generations forward.

PURPOSE & AUDIENCE:

- Inspire families, school groups, railfans.
- Spotlight volunteer craftsmanship to attract donors and docents.
- Deliver evergreen content for web, social and museum kiosks.

STRUCTURE (3-ACT):

Invitation - dawn steam over idle tracks.
Discovery - model layouts, sharing key features, conductor and volunteer stories, intermittent b-roll and testimonials
Forward - sunset whistle, call to [tagline] and CTA

VISUAL / TONAL PROMISE:

Centered calm frames · heritage lighting · rail greens, steel blues & heritage yellow · subtle 35 mm grain · minimal modern graphics · controlled motion, ambient clacks provide energy.

KEY VOICES:

Museum Director · Volunteers Lead · Visiting Family · Veteran Conductor

RUNTIME / DELIVERABLES:

6-min master · 30-sec & 15-sec cut-downs · 3 portrait reels

SHOT LIST

The following shot list is a proposed roadmap, not a rigid mandate, feel free to reorder, combine, or swap out any beats to suit day-of logistics or new creative sparks. One element not explicitly listed is visitor or volunteer testimonials. If a family, docent, or restoration crew member feels inspired to share a quick thought, a simple handheld clip captured in the moment can add genuine warmth and social proof. No elaborate lighting or multi-cam setup is required; a brief, well-lit question-and-answer while they're already engaged in the experience is more than enough to elevate the story.

ID	Purpose / Beat / Title	Subject & Location	Framing/Move	Tone	Time of Day
EXT-EST-01	Establish location and tone	Museum façade + entry track (sun-rise steam or early morning light)	Wide drone tilt-down, locked heading	Warm dawn glow, calm slider energy	Sunset/Sunrise
EXT-EST-02	Sense of scale & context	Top-down of yard	120 ft drone hold, pan	Establishing Scale, Exciting	Daytime
INT-MBR-01	Guest Discovery	Guests admiring exhibit	MCU	High-key, welcoming	NA [INTERIOR]
INT-MBR-02	Feature/Establish Exhibit	Toy train rushes past camera on curve	50mm or zoom 200mm level with model	Playful energy	NA [INTERIOR]
INT-TRN-A	Interview Setup A – heritage dining car	[Interview Subject A]	Centered MS, eye-level	Signature greens, soft window light	Daytime
INT-TRN-B	Interview Setup B – Interior engine	[Interview Subject B]	MS, eye-level, static	Industrial practicals, 3200 K key	NA [INTERIOR]
INT-TRN-C	Interview Setup C – exterior caboose platform	[Interview Subject C]	MS, eye-level, soft diffusion	Warm back-edge, muted rail reds	Daytime
INT-COACH-01	Visitor experience	Walking POV through restored passenger coach	Handheld glide, 35 mm	Calm, immersive “journey” cue	NA [INTERIOR]
INT-CAB-01	Hands-on authenticity	Engineer's POV in locomotive cab	Static on tripod, slight rack focus to gauges	Vintage metal textures, grain pops	Daytime
INT-CAB-02	Volunteer at work	Pickup shots of volunteers working	MCU, Wide	Shows community	-
INT-EX-HIB-01	Interactive education	Kids using signal-switch exhibit	Wide → MCU punch-in	Family centric, kid friendly	NA [INTERIOR]
INT-TRN-D	Park Train Conductor	Park Train	MCU	Establishes fun feature, shares volunteer community	Daytime
INT-MBR-03	Museum Display Shots	Museum Exhibit Room	CU Pan	Establishes rich history	NA [INTERIOR]
INT-MBR-03	Not Just Trains	Other Transportation Items	MS Cuts	Shares the breadth of items at the museum	-
EXT-EST-03	Train in Motion	Shots of the train ride	Wide/Drone/CU on rail	Builds excitement and shows interactive showstopper feature	Daytime

04

PARTNERSHIP REQUIREMENTS & DELIVERABLES

WHAT WE NEED FROM YOU

LOCATION ACCESS

- Dining Car
- Hall Next to Main Engine
- Model Train Room
- Exterior Platform

FILMING WINDOW

- 2 Days [6 hrs Total]
- Including access to film exteriors at sunset/sunrise

ON-CAMERA VOICES

- 3 Volunteers to be Interviewed
(Director, Guide, Volunteers, Conductors, etc.)
- 30-Min time slot ea.
- Questions sent ahead of time

DRONE PERMISSION

- Single sunrise slot, ≤ 120 ft AGL, FAA Part 107 certified pilot

BRAND ASSETS

- Logo files
- Archival photos

YOU RECEIVE

- **~6 MINUTE MASTER FILM (4K & 1080P)**
Evergreen centerpiece for website landing page, donor events, and visitor center screens.
- **2 SOCIAL CUTS (9:16 REEL)**
Optimized for Facebook, Instagram/TikTok Reels, and pre-roll ads—drives traffic back to the museum site.
- **20 HIGH QUALITY BTS STILLS**
Ready for annual report covers, grant proposals, banners, and press kits. Social-media drip content to extend campaign life 3–4 months past release.
- **UNLIMITED USAGE RIGHTS**
Museum channels, events, grant pitches, social, etc. Perpetual, worldwide, non-exclusive use across all SRM-owned platforms (web, social, broadcast, live events). No hidden renewal fees; budget certainty for years.

PROJECT VALUE

FOOT-TRAFFIC & TICKET SALES

A 6-minute hero film on your homepage and Google Business profile raises dwell-time and click-to-visit rates (case studies show +12-18 %). Teaser clips seeded on Facebook Events and Instagram Reels spark “plan-a-trip” intent within 15 seconds.

GRANT & DONOR OUTREACH

Foundations skim, video sticks. A 30-second grant-friendly cut and two quote graphics give program officers visceral evidence of STEAM education, volunteerism, and heritage preservation.

DIGITAL RELEVANCE & SEO

Google prioritises pages with native video; captions + keyworded YouTube upload widen discoverability beyond “railfans” to families searching “things to do near Atlanta.”

ROI vs. MARKET RATE

Comparable two-day, multi-cam, drone-certified shoots in Atlanta quote \$18-25 k. Your in-kind cost: staff access + three volunteer interviews + a sunrise drone slot.

MINIMAL OPERATIONAL DISRUPTION

We use battery LED kits, wireless audio, and tight shot lists. Spaces can remain largely visitor open and we can work around your schedule as to not disrupt. Production lasts only a few hours over only a couple of days max

COST TO YOU: \$0.00

WHAT'S NEXT?

● SAY “YES”

Provide any feedback on our direction and we will be happy to adjust to your needs. From here we will draft up a quick agreement for your records and will send it over.

● SELECT MESSAGING AND QUESTIONS

Review the list of sample topics and questions and choose some, or suggest your own to help us shape your video to communicate exactly what you want people to know!

● SELECT INTERVIEWEES

Within the week, select 3 voices who would like to volunteer to speak in a quick interview. Once we know their perspective or relationship with the organization, we will draft over some questions for you and them to review. We will focus on catering these questions towards what you want to communicate in this project.

● CHOOSE TWO SHOOT DATES

Confirm any two days that are light on visitors.

WE HANDLE THE REST.

Once we get this information from you and are able to settle on a time and date. We will handle everything else, we will produce an itemized schedule, we will send reminders before shoot days, we will coach any subjects through the interview process. After we wrap, we will keep you updated on post production and will send you proofs to review to get any notes. Once we are both satisfied we will send you final deliverables ready to use however you please!



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